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EXPLORING ONLINE SHOPPING HABITS AND PREFERENCES

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ABSTRACT

This research explores the online shopping habits and preferences of consumers, drawing insights from a dataset of 50 primary survey responses. The research investigates different measurements of online retail behaviour, including socioeconomics, stage inclinations, item choices, affecting components in decision-making, and along with client fulfilment levels. Outstandingly, the investigation sheds light on predominant patterns, highlighting the noteworthiness of comfort, reasonableness, and item assortment in forming shopper inclinations. The discoveries emphasize the far-reaching appropriation of online shopping, with stages like Amazon, Flipkart, and Meesho developing as well-known choices among respondents. Moreover, the study uncovers customer needs such as convenient conveyance, solid client benefit, and secure installment choices, emphasizing the significance of trust-building activities and user-centric techniques within the e-commerce scene. Whereas the study presents quick data for businesses looking for to optimize their online retail methodologies.

KEYWORDS - *Online Shopping, Consumer Behaviour, E-Commerce, Customer Satisfaction.*

INTRODUCTION

In an era dominated by digital advancements, understanding online shopping habits and preferences is crucial for businesses thriving in the e-commerce landscape This paper dives into a dataset of 50 primary survey responses, utilizing descriptive statistics and percentage analysis to survey the demographics, platforms, products, and influencing factors driving online purchasing decisions. While acknowledging the limitations of a smaller sample size, the exposures provide valuable insights that can inform marketing strategies and product offerings online shopping has become an integral aspect of consumer behaviour, reshaping traditional retail paradigms and presenting new opportunities and challenges for businesses. Nowadays, with the internet available to so many, shoppers can browse countless offerings right from their phones or computers. Knowing exactly how people shop online is crucial for business that need to stay competitive in this fast-changing environment.

As online shopping keeps growing stronger, companies need to change their strategies. They must engage with digital shoppers effectively & find new chances to thrive. By digging into the data gathered from our survey, we hope to reveal important trends and likes that make up the online shopping journey. We'll look at which platforms are favourites, what types of products people love, and how factors like price, convenience, and brand trust affect shopping decisions. This research aims to give useful insights so businesses can adjust their offerings, improve their marketing tactics, & keep customers happy. In the end, understanding how people shop online helps businesses do well in a tough market and strengthen powerful connection with their digital audience.

LITERATURE REVIEW

Vijay Bahadur Pal and Purnima Kumari (2023) explained in their study on consumer buying behaviour towards online shopping: An empirical study on Patna city, Bihar, India. The purpose is to study the buyer practice while using internet shopping and to find out the components which drive the consumer to make purchase through digital shopping. The sample size of the study is 50 respondents of Patna city. The researcher used Convenience sampling method. The primary data were collected using online survey with a systematic questionnaire. The findings of the study disclose that most of the respondents shop online compared to offline, respondents experienced reliable and useful while purchasing online products. The review concludes that buyer style and variables influence the purchasing behaviour towards online shopping.

T. P. Vengatesh and G. Archana (2023) in their study examines consumer purchasing behaviour towards e-retailers in Coimbatore City, highlighting key factors such as convenience, price, product quality, brand reputation, and website usability that influence online shopping decisions. Based on a survey of 50 respondents, the research finds that younger, unmarried consumers with lower incomes are the most active online shoppers, and that convenience and ease of navigation are top priorities. A significant relationship was found between age and awareness of e-retailers. The study concludes that e-retailers must focus on enhancing website design, providing detailed product information, ensuring secure transactions, and encouraging customer feedback to build trust and improve the overall shopping experience.

NEED FOR THE STUDY

In an era dominated by e-commerce, grasping how consumers make choices about online shopping is crucial for companies

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aiming to succeed in the digital market. With the exponential growth of online retail, driven by factors such as convenience, accessibility, and technological advancements, necessitates a deeper comprehension of consumer behaviour to effectively tailor marketing strategies, enhance user experience, and ensure competitive advantage in the dynamic online landscape.

OBJECTIVES OF THE STUDY

1. To understand the consumer habits and preferences towards online shopping.
2. To identify the factors that influence the decision-making process while making an online purchase.

SCOPE AND LIMITATIONS OF THE STUDY

The study on Exploring Online Shopping Habits and Preferences: Deep Dive Based on 50 respondents is specifically confined to Chitradurga City.

METHODOLOGY

This analysis relies on primary data collected through surveys from 50 individuals. Percentage and cumulative percentage analysis is employed to summarize the data and illustrate key trends within each category. However, it's essential to acknowledge the limitations associated with a smaller sample size, as the findings may not be generalizable to the entire population. Future research using larger and more diverse samples could enhance the comprehensiveness and generalizability of the results.

DATA ANALYSIS

Demographics

Classification of Respondents On the basis of Demographic Factors.

Demographic Profile	Particulars	No. of respondents	Percentage	Cumulative Percentage
Gender	Male	21	42%	42%
	Female	29	58%	100%
	Total	50	100%	
Age Group	20 - 30	34	68%	68%
	31 - 40	7	14%	82%
	41 - 50	5	10%	92%
	50 above	4	8%	100%
	Total	50	100%	
Occupation	Student	18	36%	36%
	Business	11	22%	58%
	Profession	9	18%	76%
	Home maker	12	24%	100%
	Total	50	100%	
Marital Status	Married	22	44%	44%
	Unmarried	28	56%	100%
	Total	50	100%	

- The table shows that out of 50 respondents 58% of the respondents are female and 42% of the respondents are male.
- The table shows that out of 50 respondents 68 % of the respondents are between 20-30 age group, 14% of respondents are between 31-40 age, 10%of respondents are between 41-50 age and 8 % of respondents are above 50 age group.
- The table shows that out of 50 respondents 36% of respondents are student, 22% of respondents are Business, 18% of respondents are Profession and 24% of respondents are home makers.
- The table shows that out of 50 respondents 56% of respondents are unmarried, 44% of respondents are married.

Online Shopping Behaviour

Classification on the basis of respondents Online Shopping Behaviour.

Online shopping behaviour	Particulars	No. of respondents	Percentage	Cumulative Percentage
Shop Online	Yes	50	100%	100%
	No	0	0%	100%
	Total	50	100%	
Preferred platforms	Amazon	26	52%	52%
	Flip kart	6	12%	64%
	Meesho	14	28%	92%
	Myntra	4	8%	100%
	Total	50	100%	
	Fashion	30	60%	60%

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Product categories	Electronics	9	18%	78%
	Home appliances	6	12%	90%
	Mobile	5	10%	100%
	Total	50	100%	
Safety Perception	Yes	41	82%	82%
	No	9	18%	100%
	Total	50	100%	
Mode of Payment	UPI	10	20%	20%
	Credit Card	2	4%	24%
	Debit card	5	10%	34%
	Cash on delivery	33	66%	100%
	Total	50	100%	

Decision-Making Factors

Classification of respondents on the basis of factors that influence the decision-making process while making an online purchase.

Sl. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Variety of Products and related information	12	18	2	0	0	50
		30%	66%	4%	0	0	100%
2	Reasonable and affordable price	15	20	9	0	0	50
		40%	52%	8%	0	0	100%
3	Information related to Product reviews and customer feedback	17	30	3	0	0	50
		34%	60%	6%	0	0	100%
4	Timely delivery of items as agreed upon	30	16	4	0	0	50
		60%	32%	8%	0	0	100%
5	Availability of 24×7 customer service	20	25	5	0	0	50
		40%	50%	10%	0	0	100%

Customer Satisfaction

Classification of respondents on the basis of opinion on satisfaction level regarding the performance and services quality offered by organized retailer.

Sl. No	Particulars	No. of Respondents	Percentage	Cumulative Percentage
1	Very Satisfied	48	48%	48%
2	Satisfied	42	42%	90%
3	Neutral	10	10%	100%
4	Dissatisfied	0	0%	
5	Very Dissatisfied	0	0%	
6	Total	100	100%	

Key Findings

Demographics

- **Gender:** The data reveals a balanced distribution with 58% of respondents identifying as female, aligning with current trends of increased female participation in online shopping.
- **Age:** 68% of respondents fall within the 20-40 age range, highlighting the significant influence of younger demographics on online retail. This resonates with tech adoption trends and disposable income patterns.
- **Occupation: Students** (36%) and homemakers (24%) constitute notable segments, indicating diverse user profiles engaging in online shopping, suggesting that e-commerce extends beyond traditional working demographics.

Online Shopping Behaviour

- **Prevalence:** Notably, 100% of respondents engage in online shopping, reinforcing the widespread adoption of e-commerce platforms and emphasizing the significant shift in consumer behaviour towards digital channels.
- **Preferred Platforms:** Amazon (52%), Flipkart (12%), Meesho (28%), and Myntra (8%) emerge as the top choices, showcasing a competitive landscape with diverse offerings catering to different needs and preferences. Further analysis could explore platform usage by demographic and product category for deeper insights.
- **Product Categories:** Fashion (60%) leads the way, followed by electronics (18%), home appliances (12%), and mobiles (10%), reflecting current consumer trends and priorities in online purchases. Investigating purchase motivations within each category could uncover unmet needs and potential growth areas.

Safety and Payment

- **Safety Perception:** While 82% of respondents feel safe shopping online, a remaining 18% express concerns, highlighting the need for robust security measures and

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trust-building initiatives tailored to address specific anxieties.

- **Payment Methods:** Cash on delivery remains dominant (66%), followed by UPI (20%) and debit cards (10%), suggesting a preference for convenience and security alongside a need for wider adoption of digital payment options. Analysing regional and demographic variations in payment preferences can inform targeted strategies and partnerships.

Decision-Making Factors

- **Product Variety & Information:** 96% of respondents (66% Agree + 30% Strongly Agree) value product variety and detailed information, emphasizing the importance of offering a curated selection with comprehensive descriptions, specifications, and user reviews.
- **Price:** 85% of respondents prioritize affordability (48% Agree + 32% Strongly Agree). Exploring price sensitivity across different demographics and product categories can inform dynamic pricing strategies and targeted promotions.
- **Reviews & Customer Feedback: 95% of respondents (50% Agree + 45% Strongly Agree) consider reviews and feedback crucial**, highlighting the power of social proof. Encouraging customer reviews, responding to feedback promptly, and showcasing positive testimonials can be highly impactful.
- **Delivery & Customer Service: 100% of respondents consider timely delivery and reliable customer service essential factors (60% Agree + 40% Strongly Agree)**. Investing in efficient logistics and responsive customer support can significantly improve customer satisfaction.

Customer Satisfaction

- **Performance & Services: 90% of respondents express satisfaction with the performance and services offered by online retailers**, indicating successful integration of e-commerce into consumer habits. However, investigating reasons for dissatisfaction amongst the remaining 10% can reveal potential areas for improvement.
- **Areas for Improvement:** Personalized recommendations, loyalty programs, and enhanced customer service channels could further elevate the shopping experience.

CONCLUSION

Despite the limitations of a smaller sample size, this analysis based on 100 primary survey responses offers valuable insights into the online shopping habits and preferences of a specific demographic. By understanding these trends and considerations, businesses can optimize their e-commerce strategies, cater to diverse customer needs, and contribute to the continued growth of online retail. Further research utilizing larger and more diverse samples, exploring regional variations, and investigating emerging trends is encouraged to enhance the comprehensiveness and generalizability of the findings.

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